



CITY OF LOS ANGELES SURVEY: LATINO REGISTERED VOTERS

April 20-May 3, 2022

N=1,100 (+/-2.95%)

Preferred ethnic identity term

Latino	28%
Hispanic	71%
Latinx	1%

q1: Thinking back to the election for President, Congress and other state offices in November 2020, many people told us they were not interested and did not vote, while others said they definitely voted. How about you, would the official voter records here in California show that you voted or not in the November 2020 election?

Yes, I am 100% certain I voted	80%
I may have voted, but not certain	11%
I am certain that I did not vote	9%

q2: [If voted in 2020] Official voting records show that millions of people voted for the first time in 2020. At the same time, millions had also voted in previous elections in 2018, 2016 or before. How about you?

2020 was the first time I voted	24%
2018 was the first time I voted	14%
I voted in 2016 or earlier elections	62%

q3: As far as you know, or have heard, which of the following elections for office will people see, and vote for, on their ballot in the November 2022 election? [Mark all that apply]

President	26%
Governor	34%
U.S. Congress	27%
Los Angeles Mayor	54%
Los Angeles County Sherriff	26%
Los Angeles City Council	29%
School Board	19%
None of these	9%

q4: Thinking about LOCAL elections for Mayor, City Council, County Supervisors, and other ballot measures, which statement below describes you best?

I vote for every single office or issue on the ballot (mayor, judge, sheriff, etc.)	39%
I only vote for top offices (president, mayor, governor) but not others (judge, sheriff, council)	29%
I only vote for offices I am familiar with, but not for those I don't know	32%



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q5: How closely have you been following the news about the upcoming election for Mayor of Los Angeles?

Following Very closely	24%
Following Somewhat closely	41%
Following Not that closely	23%
Not following at all	12%
TOTAL FOLLOWING CLOSELY	65%
TOTAL NOT FOLLOWING CLOSELY	35%

q6: In your opinion, what are the most important issues facing the city of Los Angeles right now? [Select up to three]

Coronavirus pandemic	14%
Health care costs	13%
Jobs and the economy	20%
Immigration reform	12%
Reducing government spending	8%
Rising cost of living / inflation	34%
Lack of affordable housing	23%
Police brutality / police reform	9%
Education / Public school quality	11%
Homelessness	38%
Discrimination / racial justice	13%
Climate change / environment	10%
Air and water quality/safety	8%
Corruption in government	10%
Protecting voting rights	4%
Crime	28%
Traffic	9%
Something else	0%

q7: Do you happen to know the name of the current Mayor of Los Angeles?

Eric Garcetti	65%
Antonio Villaraigosa	4%
James Hahn	2%
Sheila Kuehl	1%
Hilda Solis	1%
George Gascón	2%
Gavin Newsom	11%
Don't Know	15%



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q8: Thinking ahead to the primary election in about 2 months for offices such as Mayor and U.S. Congress, how likely are you to vote in the primary election in June 2022?

100% certain I WILL vote	55%
Probably will vote	23%
50/50, it depends	17%
Probably will not vote	3%
100% certain I will not vote	2%

q8b: [If probably or certain will vote] How do you plan to vote?

In-person, vote on a machine at a Vote Center or polling location	41%
By-mail, mail in a paper ballot that is mailed to me	34%
Drop off paper ballot at any Mail Ballot Drop Box location	18%
Don't know yet	7%

q8c: [If probably or certain will vote] Do you plan to vote right away, as soon as you get your ballot in the mail? Or, do you think you will vote closer to Election Day, June 7th?

Will vote right away, as soon as ballot comes in mail	38%
Will vote closer to Election Day	53%
Don't know yet	9%

q8d: [If plan to vote in person] Do you plan to vote early, before Election Day, or do you plan to go and vote on June 7th, Election Day?

In-person, vote on a machine at a Vote Center or polling location	76%
By-mail, mail in a paper ballot that is mailed to me	9%
Drop off paper ballot at any Mail Ballot Drop Box location	11%
Don't know yet	5%

q9: Do you have a favorable or unfavorable opinion of:

q9a. President Joe Biden

Very favorable	38%
Somewhat favorable	31%
Somewhat unfavorable	12%
Very unfavorable	12%
Don't know enough to say	7%
TOTAL FAVORABLE	69%
TOTAL UNFAVORABLE	24%



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q9b. Vice President Kamala Harris

Very favorable	29%
Somewhat favorable	33%
Somewhat unfavorable	14%
Very unfavorable	12%
Don't know enough to say	13%
TOTAL FAVORABLE	62%
TOTAL UNFAVORABLE	25%

q9c. Governor Gavin Newsom

Very favorable	28%
Somewhat favorable	36%
Somewhat unfavorable	13%
Very unfavorable	9%
Don't know enough to say	14%
TOTAL FAVORABLE	64%
TOTAL UNFAVORABLE	22%

q9d. Senator Alex Padilla

Very favorable	23%
Somewhat favorable	35%
Somewhat unfavorable	11%
Very unfavorable	6%
Don't know enough to say	25%
TOTAL FAVORABLE	58%
TOTAL UNFAVORABLE	17%

q9e. Los Angeles County District Attorney George Gascon

Very favorable	17%
Somewhat favorable	31%
Somewhat unfavorable	12%
Very unfavorable	11%
Don't know enough to say	29%
TOTAL FAVORABLE	48%
TOTAL UNFAVORABLE	23%



q9f. Los Angeles County Sheriff Alex Villanueva

Very favorable	23%
Somewhat favorable	32%
Somewhat unfavorable	13%
Very unfavorable	11%
Don't know enough to say	21%
TOTAL FAVORABLE	55%
TOTAL UNFAVORABLE	24%

q9g. Los Angeles County Board of Supervisors

Very favorable	18%
Somewhat favorable	32%
Somewhat unfavorable	16%
Very unfavorable	6%
Don't know enough to say	27%
TOTAL FAVORABLE	50%
TOTAL UNFAVORABLE	22%

q9h. The Democratic Party

Very favorable	36%
Somewhat favorable	33%
Somewhat unfavorable	11%
Very unfavorable	9%
Don't know enough to say	10%
TOTAL FAVORABLE	69%
TOTAL UNFAVORABLE	20%

q9i. The Republican Party

Very favorable	13%
Somewhat favorable	19%
Somewhat unfavorable	21%
Very unfavorable	34%
Don't know enough to say	14%
TOTAL FAVORABLE	32%
TOTAL UNFAVORABLE	55%



q9j. Los Angeles Mayor Eric Garcetti

Very favorable	31%
Somewhat favorable	36%
Somewhat unfavorable	13%
Very unfavorable	7%
Don't know enough to say	12%
TOTAL FAVORABLE	68%
TOTAL UNFAVORABLE	20%

q9k. Los Angeles City Council

Very favorable	20%
Somewhat favorable	37%
Somewhat unfavorable	15%
Very unfavorable	6%
Don't know enough to say	22%
TOTAL FAVORABLE	57%
TOTAL UNFAVORABLE	21%

q10: Do you have a favorable or unfavorable opinion of of the following people running for Mayor of Los Angeles?

q10a. Los Angeles City Councilmember Kevin de León

Very favorable	23%
Somewhat favorable	28%
Somewhat unfavorable	10%
Very unfavorable	5%
Don't know enough to say	35%
TOTAL FAVORABLE	50%
TOTAL UNFAVORABLE	15%

q10b. Congresswoman Karen Bass

Very favorable	17%
Somewhat favorable	27%
Somewhat unfavorable	9%
Very unfavorable	5%
Don't know enough to say	41%
TOTAL FAVORABLE	44%
TOTAL UNFAVORABLE	15%



q10c. Los Angeles City Councilmember Joe Buscaino

Very favorable	17%
Somewhat favorable	28%
Somewhat unfavorable	10%
Very unfavorable	5%
Don't know enough to say	40%
TOTAL FAVORABLE	44%
TOTAL UNFAVORABLE	15%

q10d. Los Angeles City Attorney Mike Feuer

Very favorable	14%
Somewhat favorable	27%
Somewhat unfavorable	12%
Very unfavorable	6%
Don't know enough to say	42%
TOTAL FAVORABLE	41%
TOTAL UNFAVORABLE	18%

q10e. Businessman Rick Caruso

Very favorable	20%
Somewhat favorable	27%
Somewhat unfavorable	10%
Very unfavorable	5%
Don't know enough to say	37%
TOTAL FAVORABLE	47%
TOTAL UNFAVORABLE	15%

q10f. Businessman Mel Wilson

Very favorable	13%
Somewhat favorable	21%
Somewhat unfavorable	11%
Very unfavorable	5%
Don't know enough to say	50%
TOTAL FAVORABLE	34%
TOTAL UNFAVORABLE	16%



q10g. Businessman Ramit Varma

Very favorable	14%
Somewhat favorable	19%
Somewhat unfavorable	11%
Very unfavorable	4%
Don't know enough to say	51%
TOTAL FAVORABLE	33%
TOTAL UNFAVORABLE	16%

q11: Do you approve or disapprove of the way Eric Garcetti is handling his job as Mayor of Los Angeles?

Strongly approve	33%
Somewhat approve	39%
Somewhat disapprove	12%
Strongly disapprove	7%
Don't know enough to say	9%
TOTAL APPROVE	72%
TOTAL DISAPPROVE	19%

q12: If the elections for Mayor of Los Angeles were held today and you had to choose a candidate to support today, who would you vote for?

LA City Councilmember Kevin de León	17%
Congresswoman Karen Bass	9%
LA City Councilmember Joe Buscaino	6%
LA City Attorney Mike Feuer	6%
Businessman Rick Caruso	15%
Businessman Mel Wilson	4%
Businessman Ramit Varma	3%
Undecided	40%

q13: How important do you think it is that the next mayor of Los Angeles possess each the following qualities or traits? How important is it to you, that the next Mayor of Los Angeles:

q13a. Is Latino/Hispanic

Extremely important	31%
Important	31%
Not important	28%
Not at all important	10%
TOTAL IMPORTANT	63%
TOTAL NOT IMPORTANT	37%



q13b. Has government or elected office experience

Extremely important	40%
Important	44%
Not important	11%
Not at all important	4%
TOTAL IMPORTANT	85%
TOTAL NOT IMPORTANT	15%

q13c. Has business experience

Extremely important	39%
Important	47%
Not important	10%
Not at all important	5%
TOTAL IMPORTANT	85%
TOTAL NOT IMPORTANT	15%

q13d. Is supported or endorsed by the Los Angeles Police Department

Extremely important	37%
Important	42%
Not important	15%
Not at all important	6%
TOTAL IMPORTANT	79%
TOTAL NOT IMPORTANT	21%

q13e. Is supported or endorsed by Latino community advocates

Extremely important	42%
Important	44%
Not important	11%
Not at all important	4%
TOTAL IMPORTANT	86%
TOTAL NOT IMPORTANT	14%

q13f. Is supported or endorsed by progressive or social justice activists

Extremely important	37%
Important	47%
Not important	11%
Not at all important	5%
TOTAL IMPORTANT	84%
TOTAL NOT IMPORTANT	16%



q13g. Has experience working with different racial groups

Extremely important	50%
Important	40%
Not important	6%
Not at all important	4%
TOTAL IMPORTANT	90%
TOTAL NOT IMPORTANT	10%

q13h. Has a reputation for being honest and ethical

Extremely important	62%
Important	30%
Not important	5%
Not at all important	2%
TOTAL IMPORTANT	93%
TOTAL NOT IMPORTANT	7%

q13i. Is supported or endorsed by the Chamber of Commerce and business community

Extremely important	32%
Important	46%
Not important	15%
Not at all important	6%
TOTAL IMPORTANT	78%
TOTAL NOT IMPORTANT	22%

q13j. Is supported or endorsed by unions, or organized labor

Extremely important	35%
Important	48%
Not important	13%
Not at all important	4%
TOTAL IMPORTANT	83%
TOTAL NOT IMPORTANT	17%



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q14: Which of the issues below do you want the next mayor to prioritize as the top three things they will address? [select up to three]

Jobs and the economy	25%
Immigration services and support	14%
Reducing government spending	11%
Rising cost of living / inflation	34%
Lack of affordable housing	27%
Police brutality / police reform	12%
Homelessness	40%
Discrimination / racial justice	14%
Climate change and the environment	12%
Corruption in government	12%
Reducing Crime / increase community safety	22%
Reducing Traffic	10%
Covid and mask rules/mandates	7%
Health care costs	19%
Public education in grades k-12	10%

q15: Over the past two years, as a result of the coronavirus pandemic, have you, or someone in your household: [mark all that apply]

Been sick or ill with coronavirus	31%
Lost their job, but now working again	17%
Lost their job, and still not working	14%
Had work hours cut, but kept their job	23%
Had to use savings or retirement money to pay for expenses	28%
Had trouble getting access to food, medicine or basic household needs	16%
Know someone who died from COVID	36%
Received stimulus checks	47%
Received housing or rental relief or support from government programs	13%
Received student loan payment deferment/temporary stop payment program	13%
None of these	14%

q16: Overall, do you think the quality of life, and things here in Los Angeles are generally:

Very good, many things have gotten a lot better in the past few years and continue to improve.	16%
Mostly good, some key things have gotten better and mostly moving in the right direction.	26%
About the same, nothing better or worse in the past few years.	27%
Mostly bad, some key things have gotten worse and the city is off the wrong track.	20%
Very bad, many things have gotten worse in the past few years and it is getting worse.	11%



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q17: How important are each of the following to your quality of life here in Los Angeles? Rate each on a scale of 1 to 10 where 1 means “has NO impact at all on my quality of life here in LA” and 10 means “has BIG impact on my quality of life here in LA”. [Mean responses reported]

Rent or mortgage costs	7.86
Quality of local schools in my community	6.97
Traffic	7.55
Quality of local medical care and facilities	7.54
Health insurance costs	7.52
Pollution, air quality, and local environment	7.59
Crime / community safety	7.83
Homelessness	7.78
Immigration rights or protections	6.86
Availability of good jobs that pay well and have good benefits	7.24
Discrimination / Racism against Latinos/Hispanics	6.98
LGBTQ rights or protections	5.74
Local and state taxes	7.44
Weather	6.99
Cost of living aside from housing such as groceries, gas, and utilities	8.17
Racial / ethnic diversity in the city	6.78
Large Latino/Hispanic population	6.44
Quality and access of parks and recreational facilities	6.72
Quality of city services such as street repairs and garbage collection	7.27
Public transportation availability/access	6.89

q18: Different types of cost-of-living expenses, can affect a person’s quality of life. Thinking about your experience here in Los Angeles. How would you describe the COSTS of each of the following here in Los Angeles?

q18a. Rent or home mortgage costs

Extremely expensive, unaffordable	48%
Expensive, barely within my/family’s budget	35%
Reasonable, about what I would expect to pay	14%
Lower than what I would expect to pay, a good deal for my/family’s budget	2%

q18b. Health insurance costs

Extremely expensive, unaffordable	35%
Expensive, barely within my/family’s budget	37%
Reasonable, about what I would expect to pay	23%
Lower than what I would expect to pay, a good deal for my/family’s budget	5%



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q18c. Medical service costs (doctor offices, medical treatment, or hospitals)

Extremely expensive, unaffordable	37%
Expensive, barely within my/family's budget	39%
Reasonable, about what I would expect to pay	21%
Lower than what I would expect to pay, a good deal for my/family's budget	3%

q18d. State and local taxes

Extremely expensive, unaffordable	34%
Expensive, barely within my/family's budget	38%
Reasonable, about what I would expect to pay	24%
Lower than what I would expect to pay, a good deal for my/family's budget	4%

q18e. Gas prices

Extremely expensive, unaffordable	54%
Expensive, barely within my/family's budget	34%
Reasonable, about what I would expect to pay	9%
Lower than what I would expect to pay, a good deal for my/family's budget	3%

q18f. Groceries

Extremely expensive, unaffordable	28%
Expensive, barely within my/family's budget	42%
Reasonable, about what I would expect to pay	24%
Lower than what I would expect to pay, a good deal for my/family's budget	6%

q18g. Utilities like electricity, water, cell phone, and wifi/internet

Extremely expensive, unaffordable	31%
Expensive, barely within my/family's budget	39%
Reasonable, about what I would expect to pay	27%
Lower than what I would expect to pay, a good deal for my/family's budget	3%

q18h. Education/college costs

Extremely expensive, unaffordable	43%
Expensive, barely within my/family's budget	34%
Reasonable, about what I would expect to pay	18%
Lower than what I would expect to pay, a good deal for my/family's budget	5%



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q19: Local factors can affect a person’s quality of life in their local community. Thinking about your own experience here in Los Angeles, how would you describe each of the following here in Los Angeles?

q19a. Quality of local public schools

Excellent	16%
Mostly good	47%
Mostly bad	24%
Terrible	6%
Don't Know	7%
TOTAL GOOD/EXCELLENT	63%
TOTAL BAD/TERRIBLE	30%

q19b. Amount of traffic

Excellent	12%
Mostly good	20%
Mostly bad	30%
Terrible	35%
Don't Know	4%
TOTAL GOOD/EXCELLENT	32%
TOTAL BAD/TERRIBLE	65%

q19c. Quality of local medical care and facilities

Excellent	19%
Mostly good	52%
Mostly bad	19%
Terrible	4%
Don't Know	5%
TOTAL GOOD/EXCELLENT	72%
TOTAL BAD/TERRIBLE	24%

q19d. Air quality or pollution

Excellent	12%
Mostly good	26%
Mostly bad	35%
Terrible	23%
Don't Know	4%
TOTAL GOOD/EXCELLENT	38%
TOTAL BAD/TERRIBLE	57%



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q19e. Weather

Excellent	24%
Mostly good	47%
Mostly bad	20%
Terrible	7%
Don't Know	3%
TOTAL GOOD/EXCELLENT	71%
TOTAL BAD/TERRIBLE	27%

q19f. LAPD / Los Angeles police department

Excellent	18%
Mostly good	35%
Mostly bad	25%
Terrible	15%
Don't Know	7%
TOTAL GOOD/EXCELLENT	53%
TOTAL BAD/TERRIBLE	40%

q19g. Availability of good jobs that pay well and have good benefits

Excellent	18%
Mostly good	42%
Mostly bad	25%
Terrible	8%
Don't Know	7%
TOTAL GOOD/EXCELLENT	60%
TOTAL BAD/TERRIBLE	33%

q19h. Rights and protections for immigrants

Excellent	14%
Mostly good	33%
Mostly bad	28%
Terrible	17%
Don't Know	8%
TOTAL GOOD/EXCELLENT	47%
TOTAL BAD/TERRIBLE	45%



q19i. Rights and protections for LGBTQ population

Excellent	15%
Mostly good	39%
Mostly bad	17%
Terrible	5%
Don't Know	23%
TOTAL GOOD/EXCELLENT	55%
TOTAL BAD/TERRIBLE	22%

q19j. Rights and protections for Latino population

Excellent	18%
Mostly good	36%
Mostly bad	27%
Terrible	12%
Don't Know	7%
TOTAL GOOD/EXCELLENT	54%
TOTAL BAD/TERRIBLE	39%

q19k. Opportunities to get ahead in school, work, or making more money

Excellent	22%
Mostly good	43%
Mostly bad	23%
Terrible	5%
Don't Know	6%
TOTAL GOOD/EXCELLENT	65%
TOTAL BAD/TERRIBLE	29%

q19l. Public transportation availability/options

Excellent	18%
Mostly good	48%
Mostly bad	20%
Terrible	9%
Don't Know	6%
TOTAL GOOD/EXCELLENT	66%
TOTAL BAD/TERRIBLE	29%



q19m. Quality and access of parks and recreational facilities

Excellent	21%
Mostly good	50%
Mostly bad	19%
Terrible	5%
Don't Know	5%
TOTAL GOOD/EXCELLENT	71%
TOTAL BAD/TERRIBLE	24%

q19n. Community Safety

Excellent	14%
Mostly good	37%
Mostly bad	28%
Terrible	15%
Don't Know	5%
TOTAL GOOD/EXCELLENT	51%
TOTAL BAD/TERRIBLE	43%

q20: Thinking about your own experience here in Los Angeles, how would you describe each of the following in your community here in Los Angeles?

q20a. Crime in your community

Serious problem and getting worse	41%
Serious problem, not getting better or worse	30%
Serious problem, but getting better	22%
Not really a problem	7%

q20b. Community safety

Serious problem and getting worse	32%
Serious problem, not getting better or worse	32%
Serious problem, but getting better	23%
Not really a problem	13%

q20c. Homelessness in your community

Serious problem and getting worse	51%
Serious problem, not getting better or worse	28%
Serious problem, but getting better	14%
Not really a problem	6%



q20d. Discrimination / Racism against immigrants in your community

Serious problem and getting worse	30%
Serious problem, not getting better or worse	35%
Serious problem, but getting better	21%
Not really a problem	14%

q20e. Discrimination / Racism against Latinos/Hispanics in your community

Serious problem and getting worse	29%
Serious problem, not getting better or worse	34%
Serious problem, but getting better	21%
Not really a problem	17%

q21: Due to the high cost of housing and rent here in Los Angeles, have you ever done any of the following? [mark all that apply]

Considered moving to a less expensive part of California	33%
Considered moving to another state	32%
Looked for work/job in another state	17%
Added renters, or had people move in with you to lower your rent/housing expenses	19%
None of these	39%

q22: Do you have close friends or family that have moved to another state, out of California, due to the high cost of housing and rent here?

Yes	59%
No	41%

q23: Have you seen any ads – on tv, online (including Instagram, Facebook, or other social media sources), billboards, or anywhere else, for candidates running for Mayor of Los Angeles? [mark all that apply]

Yes, have seen some ads in English	50%
Yes, have seen some ads in Spanish	37%
No, have not seen any ads	34%

q24: Have you been contacted—by phone, ads in your mail, text, email, or in-person-- by any candidates running for Mayor of Los Angeles?

Yes, I have been contacted	36%
No, I have not been contacted	64%



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q24b: [If contacted] What languages have campaign(s) used to contact you? [Mark all that apply]

English	52%
Spanish	21%
Both English and Spanish	34%

q24c: [If contacted] Which candidate or campaign contacted you?

LA City Councilmember Kevin de León	31%
Congresswoman Karen Bass	20%
LA City Councilmember Joe Buscaino	25%
LA City Attorney Mike Feuer	19%
Businessman Rick Caruso	30%
Businessman Mel Wilson	14%
Someone else (specify)	1%
Do not recall	25%

q25: As far as you know, how can voters cast their ballots in the upcoming election? [mark all that apply]

In-person, vote on a machine at a Vote Center or polling location	55%
By-mail, mail in a paper ballot that is mailed to me	55%
Drop off paper ballot at any Mail Ballot Drop Box location	35%
Online, vote from my laptop, tablet, or phone	11%
Don't Know	12%

q26: In past elections here in Los Angeles, how have you voted? [mark all that apply]

In-person, on a machine at a Vote Center or polling location	54%
By-mail, on a paper ballot that was mailed to me	42%
Dropped off paper ballot at a Mail Ballot Drop Box location	30%
Something else (specify)	1%

q27: Over the past six months have you received any information about how to vote by mail here in Los Angeles?

Yes	46%
No	40%
Don't recall	15%



q28: Which of these statements is most true for you?

If I have questions about voting by mail, or need to ask for a ballot to be mailed to me, I could find what I need pretty easily. I know who to ask and/or where to look for accurate information. 71%

If I have questions about voting by mail, or need to ask for a ballot to be mailed to me, I am not sure who I would ask. I do not know where to look for accurate information about vote by mail in LA. 29%

q29: Over the past six months have you received any information about how to vote at a Vote Center here in Los Angeles?

Yes	42%
No	42%
Don't recall	16%

q30: Which of these statements is most true for you?

If I have questions about voting at a Vote Center, I could find what I need pretty easily. I know who to ask and/or where to look for accurate information. 68%

If I have questions about voting at a Vote Center, I am not sure who I would ask. I do not know where to look for accurate information about voting at a vote center in LA. 32%

q31: How important do you think it is to vote in the election for Mayor of Los Angeles?

Voting for mayor is extremely important	53%
Voting for mayor is important	39%
Voting for mayor is good, but not too important	6%
Voting for mayor is not important at all	1%
TOTAL IMPORTANT	93%
TOTAL NOT IMPORTANT	7%

q32: When you are looking for reliable information about important community matters. How much do you rely on, or trust the people and sources listed below to give you useful tips or accurate information?

q32a. Teachers and local educators in the community

Trust or rely on a lot	28%
Sometimes trust or rely on	50%
Rarely trust or rely on	16%
Never trust or rely on	7%
TOTAL SOMETIMES / A LOT	77%
TOTAL RARE / NEVER	23%



q32b. Local television news reporters

Trust or rely on a lot	19%
Sometimes trust or rely on	44%
Rarely trust or rely on	28%
Never trust or rely on	10%
TOTAL SOMETIMES / A LOT	62%
TOTAL RARE / NEVER	38%

q32c. National television news reporters

Trust or rely on a lot	18%
Sometimes trust or rely on	45%
Rarely trust or rely on	26%
Never trust or rely on	10%
TOTAL SOMETIMES / A LOT	63%
TOTAL RARE / NEVER	37%

q32d. Nurses, doctors, and other health care providers

Trust or rely on a lot	42%
Sometimes trust or rely on	41%
Rarely trust or rely on	14%
Never trust or rely on	3%
TOTAL SOMETIMES / A LOT	83%
TOTAL RARE / NEVER	17%

q32e. Notices posted at libraries

Trust or rely on a lot	20%
Sometimes trust or rely on	45%
Rarely trust or rely on	23%
Never trust or rely on	12%
TOTAL SOMETIMES / A LOT	65%
TOTAL RARE / NEVER	35%

q32f. Notices posted at post offices

Trust or rely on a lot	20%
Sometimes trust or rely on	41%
Rarely trust or rely on	28%
Never trust or rely on	10%
TOTAL SOMETIMES / A LOT	62%
TOTAL RARE / NEVER	38%



q32g. Elected officials from your community

Trust or rely on a lot	17%
Sometimes trust or rely on	47%
Rarely trust or rely on	25%
Never trust or rely on	10%
TOTAL SOMETIMES / A LOT	64%
TOTAL RARE / NEVER	36%

q32h. Family members

Trust or rely on a lot	42%
Sometimes trust or rely on	43%
Rarely trust or rely on	11%
Never trust or rely on	4%
TOTAL SOMETIMES / A LOT	85%
TOTAL RARE / NEVER	15%

q32i. Hispanic or Latino community organizations

Trust or rely on a lot	31%
Sometimes trust or rely on	48%
Rarely trust or rely on	15%
Never trust or rely on	6%
TOTAL SOMETIMES / A LOT	79%
TOTAL RARE / NEVER	21%

q32j. Religious leaders

Trust or rely on a lot	21%
Sometimes trust or rely on	32%
Rarely trust or rely on	25%
Never trust or rely on	22%
TOTAL SOMETIMES / A LOT	53%
TOTAL RARE / NEVER	47%

q32k. People you know through church or religious organization

Trust or rely on a lot	19%
Sometimes trust or rely on	41%
Rarely trust or rely on	27%
Never trust or rely on	13%
TOTAL SOMETIMES / A LOT	60%
TOTAL RARE / NEVER	40%



q32l. People you know through school or work

Trust or rely on a lot	21%
Sometimes trust or rely on	43%
Rarely trust or rely on	25%
Never trust or rely on	11%
TOTAL SOMETIMES / A LOT	65%
TOTAL RARE / NEVER	35%

q33: In the last year, how many times did you get news from the following sources?

q33a. Cable news sources such as CNN, MSNBC or Fox (including tv, their websites and social media)

Once a day or more	22%
Few times a week	36%
Few times a month	19%
Few times a year	8%
Never	15%

q33b. National English news sources as ABC News, CBS News, or NBC News (including tv, their websites and social media)

Once a day or more	27%
Few times a week	31%
Few times a month	17%
Few times a year	9%
Never	16%

q33c. National Spanish news such as Univision or Telemundo (including tv, their websites and social media)

Once a day or more	28%
Few times a week	32%
Few times a month	18%
Few times a year	7%
Never	15%

q33d. Local English newspapers, their website and social media such as the Los Angeles Times, LA Daily News, or LA Weekly

Once a day or more	22%
Few times a week	30%
Few times a month	21%
Few times a year	8%
Never	18%



q33e. Local Spanish newspapers, their websites or social media such as La Opinión, Hoy, or LA Times en Español

Once a day or more	19%
Few times a week	30%
Few times a month	15%
Few times a year	11%
Never	24%

q33f. Local English news stations such as KABC, KTLA, or KCBS (including tv, their websites and social media)

Once a day or more	25%
Few times a week	32%
Few times a month	17%
Few times a year	8%
Never	19%

q33g. Local Spanish news stations such as KMEX or KVEA (including tv, their websites and social media)

Once a day or more	17%
Few times a week	30%
Few times a month	19%
Few times a year	10%
Never	24%

q33h. Other online news such as Yahoo News, Google News

Once a day or more	29%
Few times a week	29%
Few times a month	16%
Few times a year	9%
Never	17%

q33i. People you follow on social media such as YouTube, Facebook, Instagram, WhatsApp, Twitter, or TikTok

Once a day or more	30%
Few times a week	31%
Few times a month	12%
Few times a year	7%
Never	20%



CITY OF LOS ANGELES SURVEY: LATINO REGISTERED VOTERS

April 20-May 3, 2022

N=1,100 (+/-2.95%)

q33j. Podcasts or radio

Once a day or more	24%
Few times a week	27%
Few times a month	20%
Few times a year	9%
Never	20%

q34: On a scale of 1 to 10 where 1 means “do NOT trust at all” and 10 means “completely trust”, how much do you trust each of the following information and news sources? [mean responses reported]

Cable news sources such as CNN, MSNBC or Fox	5.65
National English news sources as ABC News, CBS News, or NBC News	5.75
National Spanish news such as Univision or Telemundo	5.92
Local, Los Angeles-area newspapers	5.91
Local, Los Angeles-area news stations/channels	5.97
Online news sources such as Yahoo News, Google News	5.45
People you follow on social media (YouTube, Facebook, Instagram, WhatsApp, Twitter, TikTok)	5.09
Podcasts or radio shows you listen to	5.54

q35: No matter how you get your information and news (online, tv, etc.) how often do you get it in Spanish?

Very often, mostly or always in Spanish	30%
Somewhat often, more Spanish than English	28%
Occasionally, more English but some Spanish	26%
Rarely or never, mostly or always in English	16%

q36: Millions of people watch and share videos about political candidates on social media like Facebook, WhatsApp, or YouTube. Some of these videos are real news stories, but some are not. Some videos are fake, made to trick or misinform the public. How concerned are you that you, your friends, or family are being sent, or accidentally watching, misleading videos?

Very concerned	36%
Somewhat concerned	38%
Not too concerned	17%
Not at all concerned	9%
TOTAL CONCERNED	74%
TOTAL NOT CONCERNED	26%



q37: How much do you agree or disagree with each statement?

q37a. Voting is important because people in office pay more attention to what voters want.

Strongly agree	45%
Somewhat agree	40%
Somewhat disagree	11%
Strongly disagree	4%
TOTAL AGREE	85%
TOTAL DISAGREE	15%

q37b. No matter what politicians say or do, we still have a responsibility, as citizens, to vote.

Strongly agree	58%
Somewhat agree	34%
Somewhat disagree	7%
Strongly disagree	2%
TOTAL AGREE	91%
TOTAL DISAGREE	9%

q37c. Most politicians ignore what the majority of voters want, so it really does not matter if we vote.

Strongly agree	25%
Somewhat agree	39%
Somewhat disagree	23%
Strongly disagree	12%
TOTAL AGREE	65%
TOTAL DISAGREE	35%

q37d. Even if we don't like politics, it is important to vote because the people who win elections really can have an impact on our lives and community.

Strongly agree	58%
Somewhat agree	34%
Somewhat disagree	7%
Strongly disagree	1%
TOTAL AGREE	92%
TOTAL DISAGREE	8%



CITY OF LOS ANGELES SURVEY: LATINO REGISTERED VOTERS

April 20-May 3, 2022

N=1,100 (+/-2.95%)

q37e. No matter who is running for office, voting is an important way for me to show that I care about what happens in my family and community.

Strongly agree	55%
Somewhat agree	38%
Somewhat disagree	5%
Strongly disagree	2%
TOTAL AGREE	92%
TOTAL DISAGREE	8%

q37f. Voting is really about us, the voters and the people, not the politicians. We vote to make our voice heard, and do our part to tell politicians what we expect from them.

Strongly agree	57%
Somewhat agree	34%
Somewhat disagree	7%
Strongly disagree	2%
TOTAL AGREE	91%
TOTAL DISAGREE	9%

METHODOLOGY

On behalf of the NALEO Educational Fund, BSP Research surveyed 1,100 Latino registered voters in the City of Los Angeles. The study was completed using a blended mode, where 400 interviews were completed on live telephone calls, and 700 were completed online via smart phone, tablet, or computer. Respondents were surveyed in English or Spanish, with the option available upon first contact. In total, 716 completed the survey in English, and 384 participants completed the survey in Spanish. The study was conducted from April 20-May 3, 2022 and carries a margin-of-error of +/-2.95%.